

THE LID IS OFF AT LONG BEACH

"Keep off the Grass" was the old slogan!
"Hang Up Your Hat" is the new!

For 14 years Long Beach has been treated like the American Constitution—every time it tried to hold up its head, somebody hung an Amendment on it, till it looked like a Decalogue of Don'ts.

You couldn't buy a lot, you had to buy a plot—you couldn't build a house, you had to build a mansion—you couldn't economize on construction, it was against the rules—and anything but a red tile roof was regarded as a sign of immorality.

Yet in spite of these restrictions—in spite of a single-track railroad from Lynbrook and a wood bridge crossing on the motor highway to Long Beach—150,000 New Yorkers flock to Long Beach every Sunday, drawn there by the beauty of its attractions, the balm of its climate, and the boon of its booming beaches.

For here is one of the great natural sea resorts of the world, possessing one of the longest beaches on the Atlantic seaboard, and one of the fairest climates, warm in Winter, cool in Summer, and blessed with four seasons instead of one! \$20,000,000 has been spent on its development—on its hotels, on its roadways, on its water mains, on its lighting and power facilities—\$20,000,000 to get you there—and "Keep Off the Grass!" when you arrived!

But today that is all changed!
The Blue Laws of Restriction are Over!
The Red Tiles of Restraint are Gone!

And Long Beach, rescued from the anesthesia of restrictions, roused from the twilight sleep of parochial don'ts, enters upon her destiny as one of the greatest natural marine resorts on the American Continent.

The Town of Hempstead is building a new steel bridge for vehicular and pedestrian traffic.

The Long Island Railroad is preparing to double-track its road from Lynbrook, and to standardize a 25-minutes' headway from Manhattan.

And Joseph P. Day has been given authority to sell 1,031 of the choicest Long Beach lots, and to drive a coach and pair through the old Long Beach restrictions!

This is the beginning of the rise of Long Beach, and you are now on the threshold of one of the greatest real estate opportunities of modern times.

It means an era of amusements, stores, restaurants, and all those multifarious activities that mark the progress of cities, the rise of realty values, and the foundation of private fortunes for those who have the vision to see, the ears to hear, the courage to buy, the patience to hold on, and the ability to drive a hard trade when the lots they buy now are coveted by those who buy later at advancing prices.

Get Busy! Don't Hinder Your Opportunities With Restrictions. Take Your Cue from Long Beach and Start a New Era of Prosperity. Grow or Go! Qualify or Quit! Move Up or Move On! Ring the Bell or Ring Down the Curtain!

If ever there was a time for the home-builder, the speculator, and the investor, to get in on the ground floor of a proposition finer than Atlantic City ever dreamed of being in its advantages or its possibilities, this is that proposition!

1031 Lots and 50 Bungalows
AT ABSOLUTE AUCTION SALE
NEXT SATURDAY, MAY 28th

AT 2.30 P. M., RAIN OR SHINE
IN A MAMMOTH TENT, PARK STREET, NEAR RAILROAD STATION

10% AT TIME OF SALE
10% IN 30 DAYS, AND 2% PER MONTH THEREAFTER

Immediate occupancy can be had under a tenancy arrangement for the purpose of building at once on your lot.

Mortgages according to your needs.
 Savings banks books accepted on deposit.
 Liberty bonds accepted at market value.
 Title Guarantee and Trust Policies Free.

Send for Bookmap

67 LIBERTY ST., NEW YORK CITY

Joseph P. Day
 Auctioneer

Write Your Name and Address, Tear Out and Mail at Once.
JOSEPH P. DAY, Auctioneer, 67 Liberty St., New York
 Please send me, without obligation, full details of the Joseph P. Day Plan
"HOW TO HAVE YOUR LOTS COST YOU NOTHING, through Tax Exemption."
 Name..... Address.....
 Send name and address of any friends who may be interested. T. R.

The Foresight of The Late JOHN D. CRIMMINS

When Mr. John D. Crimmins, years ago, bought property in Long Island City, he knew that it would develop into a "boom" section as soon as the City's two (five cent fare) subways were in operation. Mr. Crimmins died before he could see our two new 5c fare subway lines in operation, but his estate now offers the property for sale at whatever price the lots will bring. This is your opportunity to realize the profits Mr. Crimmins expected to make.

If anybody doubts the shrewdness of Mr. John D. Crimmins in buying property, let him go and examine these 152 lots To-day which the Estate is going to sell at absolute auction next Tuesday, and I warrant he will declare that these are some of the finest lots in what is now the "NEW" LONG ISLAND CITY

ABSOLUTE AUCTION SALE

To close out the real estate holdings of the Trustees and heirs of the

Estate of JOHN D. CRIMMINS, Deceased

HON. MORGAN J. O'BRIEN, THOMAS CRIMMINS, CYRIL CRIMMINS, AMERICAN TRUST COMPANY and CYRIL H. BURDETT, Trustees.

152 "New" Long Island City LOTS

To be sold separately to the highest bidder without reserve.

Located on Astoria, Wilson, Eleventh and Twelfth Aves.

Hoyt Avenue Subway Station, near property. 15 minutes' ride from 42nd Street

NEXT TUESDAY, MAY 24th

at Noon, in Exchange Salesroom, 14 Vesey Street, New York City

70% @ 6%—60% @ 5½%—50% @ 5% May Remain on Mortgage for 3 Years.

New York Title & Mortgage Company Policies free to purchasers.

Savings Banks Books on proper assignment, as well as Liberty bonds at market value will be accepted as deposit.

RICHARD R. COSTELLO, Esq., Atty., 63 Wall St., N. Y.

GO TO LONG ISLAND CITY TODAY

Take Interborough Subway to Grand Central Station, change to Astoria Line and get off at Hoyt Avenue Station. Go east on Astoria Avenue to property.

B. R. T. Broadway Subway to Bridge Plaza, Long Island City, and change to Interborough Astoria line and get off at Hoyt Avenue Station. Go east on Astoria Avenue to property.

Second Avenue elevated (Astoria Line) from 57th Street and Second Avenue to Hoyt Avenue Station. Go east on Astoria Avenue to property.

Steinway Avenue trolley to Queensboro Bridge, 59th Street and Second Avenue, to Astoria Avenue and property. 92nd Street Ferry to Astoria; then Astoria Avenue trolley (Flushing Avenue) to property.

SPECIAL SALES DAY Thursday May 26th

At Noon at Exchange Salesroom, 14 Vesey Street
New York City.

Absolute Estate Sale
 Estate of Theodore Keller, Dec'd
 Max Greenbaum, Esq., Executor.
96 Pitt St.
 (Bet. Stanton and Livingston Sts.)
 3 story brick tenement, with stores.
 Size 20x100.

642 East 9th St.
 (Bet. Ave. B and C)
 3 story brick tenement, with stores.
 Size 20x111.

643 East 9th St.
 (Bet. Ave. B and C)
 3 story brick tenement, with stores.
 Size 20x111.

Estate Sales
 Estate of Charles Himmel, Dec'd
 Charles Hacker, Esq., Trustee.
552-554 West 46th St.
 (Bet. 10th and 11th Aves.)
 3 story brick tenement, with stores.
 Size 20x111.

511-513, 525 W. 48th St.
 (Bet. 10th and 11th Aves.)
 Three 6 story tenement buildings, with stores.
 Size 20x100.

Estate of Albert H. Amundson, Dec'd
 Henry Wong and Margaret Dyer, Executors and Trustees.
517 West 52nd St.
 (Bet. Tenth and Eleventh Aves.)
 3 story brick tenement, Size 20x100.

Estate of Patrick J. O'Hara, Dec'd
E. S. Bryant Avenue
 (Bet. Seneca and Garrison Aves.)
 Bronx
 Vacant plot, ready for improvement.
 Size 100x100.

Franklin A. McKenzie, Atty.
 200 Broadway, N. Y. C.

Bronx Dwellings
456-8 East 164th St.
 (Bet. Brook and Washington Aves.)
 Two 3 story and basement frame dwellings, to be sold separately. Size 18x100 each.

Elkins, Gleason, Vogel & Proskauer, Atty's.
 111 Broadway, N. Y. C.

1413 Commonwealth Av.
 (Near East 177th St.)
 2 1/2 story frame dwelling, 6 rooms and bath. Size 30x100.

Ripke & Michael, Atty's.
 62 Park Row, N. Y. C.

Country Dwelling
MOUNTAIN LAKES, N. J.
224 Morris Avenue
 Large 3 story stone dwelling, with 10 rooms and 2 baths. Spacious grounds. Immediate possession. Size 100x200.

Moses Cohen, Atty.
 87 Chambers St., N. Y. C.

Absolute Sale
E. S. Theriot Avenue
 (624 ft. S. of Westchester Av.)
 Bronx, N. Y. City
 Vacant plot, ready for improvement.
 Size 40x100.

Manhattan Tenements
246-48-50-52 E. 125th St.
 (Bet. Second and Third Aves.)
 Four 3 story brick tenements, with stores, to be sold separately. Size 24-26x100.

Elkins, Gleason, Vogel & Proskauer, Atty's.
 111 Broadway, N. Y. C.

204-9th Avenue
 (Bet. 22d and 23d Sts.)
 3 story brick tenement, with store.
 Size 24x100.

Thomas Watson & Son, Agents.
 200 9th Ave., N. Y. C.

Manhattan Dwelling
146 West 121st St.
 (Bet. Lenox and Seventh Aves.)
 3 story brownstone dwelling, 12 rooms, pantry and 2 baths. Size 18x100.

Ripke & Michael, Atty's.
 62 Park Row, N. Y. C.

Bronx Investments
W. S. Taylor Ave.
 (Bet. Gleason and Watson Aves.)
 Vacant plot, ready for improvement.
 Size 100x100.

W. S. Vincent Ave.
 (Bet. Taylor and Barker Aves.)
 Vacant plot, ready for improvement.
 Size 175x100.

S. E. Cor. Rosedale Ave. and Taconia St.
 Bronx, N. Y. City
 Vacant plot, ready for improvement.
 Size 14.5x25.5x74.5x100.82.

Ripke & Michael, Atty's.
 62 Park Row, N. Y. C.

W. S. Macombs Road
 (Through to Inwood Av.)
 Vacant plot, ready for improvement, to be sold in two parcels. Size 76x112 1/2 each.

West 219th Street
 (Bet. Broadway and Ninth Aves.)
 Two vacant plots, to be sold separately. Sizes 50x100 and 25x100.

On June 4th

You are going to have an opportunity to buy at your own price a property that has been owned by one family for 250 YEARS.

The Moore Estate

located in New York City at Elmhurst, on Queens Boulevard and adjacent to the Elmhurst Station of the Long Island R. R. and the 25th St. Station of the Corona Division of the Interborough (5c fare) Subway from 42nd St.

70% @ 6%—60% @ 5½%—50% @ 5% may remain on mortgage

Title Guarantee & Trust Co. Policies free.

JOHN M. DICKINSON, 68 William St., N. Y., and GEO. W. ELLIS, 149 Broadway, N. Y., Attorneys.

SEND FOR BOOKMAP.

14TH STREET
AND
BROADWAY

HAS ARRIVED

See Next Sunday's Papers
for Details of Arrival

Send for Bookmap

TELEPHONE CORTLANDT 0744